



Position: PUBLIC OUTREACH & COMMUNICATIONS DIRECTOR
Civil Service Title: PUBLIC OUTREACH & COMMUNICATIONS COORDINATOR (cc8212)

Main Functions:

The Public Outreach & Communications Director will implement and track communication activities across multiple channels to inform and engage both internal and external partners. Through the management of his/her subject matter portfolio, the Public Outreach & Communications Director will increase public awareness and utilization of NORDC programs and services. As a member of the CEO's Leadership Team, the Public Outreach & Communications Director is integral in helping to proactively and reactively strengthen, protect, and enhance NORDC's image and reputation among its key audiences, including community members, internal staff, elected officials, constituents, providers and other stakeholders.

Reports to: *NORDC Chief Executive Officer*

Duties:

- Collaborates with the NORDC Executive Team, the NORDC Commissioners, and the Mayor's Office to design communication strategies that align with the values and the overarching strategic priorities of NORDC.
- Provides departmental leadership with relevant information, tactical support and counsel to implement strategic communications activity around NORDC services, key priorities and milestones.
- Develops a wide range of communications materials, including press releases, talking points, public notices, fact sheets; as well as content for the NORDC website, newsletters and presentations.
- Monitors news coverage and external landscape for information and events that could have implications for residents and/or the delivery of NORDC services.
- Staffs, plans and supports media and/or special events when necessary.
- Identifies critical issues and partners with key internal and external stakeholders to develop proactive and reactive communications plans.
- Works closely with the Mayor's Office to develop and maintain crisis communication plans as needed.
- Serves as NORDC liaison to Community Advisory Teams (CATs), including receiving and synthesizing CAT Team recommendations, and providing appropriate responses; and performs additional duties as necessary, in accordance with LRS 42:17D.

Knowledge, Skills, and Abilities:

- Demonstrated ability to perform in a fast-paced communications role with tight deadlines; able to anticipate challenges, manage stressful situations, and quickly implement course corrections when necessary
- Experience developing content and implementing communications plans across multiple mediums, including print, radio, broadcast, digital, social, etc.
- Experience in media planning, media pitching, producing press or special events preferred
- Strong oral and written communication skills, including the ability to effectively present complex information in a concise way
- Excellent interpersonal skills and professional discretion, including maturity, keen judgment, and self-confidence, integrity and ability to handle confidential matters
- Must be a self-starter; takes initiative with strong problem solving skills as well as having the ability to work independently or as a member of a team
- Ability to work effectively with and be sensitive to people of diverse cultural, educational and socio-economic backgrounds



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- Willingness to work on evenings and weekends and during emergency situations
- Knowledge of AP-style guidelines and copy editing experience required
- Computer literacy, including knowledge of basic software applications and familiarity with the internet and email communications required
- Knowledge of HTML, blog platforms, SEO, multimedia editors, as well as basic competency with digital photography or videography, are pluses

Employment Requirements:

- Must maintain an Orleans Parish domicile
- A Bachelor's degree in Public Relations, Communications, Journalism, Public Administration, Community Organizing, Political Science or a closely related field from an accredited college or university.
- Four (4) years** of progressively responsible professional experience in the development and coordination of public affairs/relations, communications or community outreach programs for a public corporation, government agency or in a communications agency environment. Professional experience must have been gained after the receipt of a Bachelor's degree.

**A Master's Degree in Public Relations, Communications, Journalism, Public Administration, Community Organizing, Political Science or a closely related field from an accredited college or university may be substituted for two (2) years of the required experience.

Compensation/Status:

Annual Base Salary: \$55,102/EXEMPT

Work Week: 35 hours per week, subject to flex time. Benefits package.